

"LIGHT STEARNS" FIVE-PASSENGER CAR FOR \$1,750

T. D. Raney Announces Forty-Horse-Power Stearns Car, With Knight Motor, Ready for Public.

A new Stearns-Knight five-passenger touring car will sell for \$1,750 completely equipped.

That announcement, just made by T. D. Raney, local dealer, has been as staggering as the announcement four years ago that Stearns had adopted the Knight type sleeve-valve motor. The new car is the first one in the world to sell with a Knight type motor for less than \$2,000. That, coupled with the fact that the cheapest Stearns-Knight car ever made before was a roadster for \$3,750, has, in itself, marked a new epoch in the motor car world.

The new car, which is called the "Light Stearns," is a masterpiece of creation, guaranteed forty-horsepower, and is a true scion of the old line of higher-priced Stearns cars, which, by the way, is being maintained.

The local dealer has just returned from the Stearns plant in Cleveland, where he saw the new car for the first time.

It is a Stearns car, all over and inside, which is the most that can be said for it," declares Mr. Raney. "There is a companion cabriolet for \$2,200, and limousines for \$2,850, up. The local trade will be as much amazed at these new cars as we were. We expect to captivate Richmond and surrounding territory with them."

It has been rumored for some time among the "insiders" in the trade that a new "Light Four" Stearns car was to be placed on the market, but not until the last ten days has it become known what a radical step the Stearns people were about to take.

The new car is now known, not only embodies all the principles worked out by the Stearns Company during their eighteen years of experience, but the first car under \$2,000 to offer the sleeve valve engine.

In the past the Stearns output has been confined to cars of the highest grade and price, ranging from \$3,750 to \$6,200. The officials of the T. D. Stearns Company, however, have for a long time past foreseen the coming and growing demand for a light high-grade car reproduced at a price comfortably under \$2,000. It has been the belief of the Stearns officials that this car must not only sell at a price under \$2,000, but, in addition, must be a carefully thought-out, well-designed, thoroughly-proportioned and solidly-constructed car, designed and built in its own factory, and not an assembled product.

The result has been to offer the automobile-buying public a five-passenger, forty-horsepower touring car with a wheel base of 119 inches, sleeve valve motor, leather rear springs and many late and approved features.

In commenting upon this car at the dealers' convention at the Stearns plant, a short while ago, President Frank B. Stearns, in his address of welcome, said:

"The new model is the result of some three years' hard work. For a long time we have recognized the growing demand for a car which would appeal to that class of buyer whom we will call Mr. Substantial Citizen. This type of man, we believe, will always be a steady buyer of a legitimate, high-grade automobile at a moderate price, and it has been our aim to give him this in the new model. I believe, and our organization believes, that the greatest field in America to-day is that of the moderate-priced, moderate-powered, four-cylinder five-passenger touring car, and this is what we are offering the public at a weight of 3,000 pounds and a price of \$1,750."

KRIT MODEL "O" AT \$850 IS SEASON'S SENSATION

New Model Is Fully Equipped and Has a Number of New Features That Are Useful.

The report that the Kritt Motor Car Company would launch a surprise for the 1915 season has found verification in the announcement of the new Model O Kritt.

At the price of \$850, f. o. b. Detroit, the new model comes fully equipped, including an electric starting and generating-ignition system, electric lights, electric horn, Stewart speedometer, demountable rims, reserve supply tank of gasoline, tire carrier at the rear, and a number of other new features.

"It has been known in automobile circles that the Kritt Company had a surprise up its sleeve for 1915, and many motorists have deferred making their choice of a car until the features of this new model were announced," says an official of the Alsop Motor Co., Inc., local dealers of Kritt cars. "Now that we have seen specifications of the new model, we are more enthusiastic than ever over prospects in this territory. We expect this 1915 car to create nothing short of a sensation, and are sure that we will soon have to put in a bid for a larger allotment than we originally contracted for."

"In the Model O, the Kritt Company has clung to its policy, tried by six years of successful service, of building light weight cars that are powerful, and, at the same time, economical. While some other American manufacturers are just coming to this idea of motor power combined with economy, the Kritt engineers have built this type of motor for six years, during which time it has been constantly refined, until to-day it is giving better service than ever."

"In no particular has light weight in the new models been secured at the expense of strength. In the crank case and transmission case, for instance, aluminum is employed to produce not only lightness, but greater strength as well."

The new model Kritt is built in two types of bodies, the touring car being finished in Brewster green and the roadster in light gray.

The ballbearing motor follows the same basic design which has been employed in Kritt cars for many years.

For this season the new model Kritt possesses the very latest in style, including streamline body, rounded radiator, tapered bonnet and modern fenders. The floor boards are covered with cork linoleum and are bound with nickel. The instrument board is leather covered.

Other evidences of advanced construction are found in the multiple disk clutch and the underslung rear springs of vanadium steel. All the way through the car is noted for its accurate balance, which enables it to hold the road and run smoothly at all speeds. This feature of comfort is aided by the soft upholstery, while an added convenience is the dash control board, which renders it unnecessary for the driver to leave his seat.

In producing this 1915 model, there has been no evidence of skimping, where it has been a question of maintaining the standards of Kritt quality. The equipment remains up-to-date and complete, with the addition of many features which a number of higher priced cars have come to. The materials used throughout are of the best quality, and, except in the matter of size, the Kritt is identical with cars selling at \$1,500. Overweight has been purposely avoided, because, in the opinion of Kritt engineers, purchasers of motor cars at or around \$1,000 do not desire large, heavy cars, but rather those of light weight and strength, which save money in gasoline and tire.

OVERLAND ROADSTER BEATS TRAIN IN SOUTH AFRICA

In Distance Equal to Trip From New York to Louisville, Auto Shows Great Speed.

An Overland roadster recently performed the feat of beating the fast Natal mail train on the long trip from Johannesburg to Durban, according to dispatches received at the Willis-Overland Company from their South African distributors. Despite the hard going encountered throughout the run, the car succeeded in bettering the time of the train by eight hours and thirty minutes on the round trip of 840 miles.

The trial which was the first authentic run over the long course, created a lasting impression among South African motorists, the majority of whom declared that it could not be accomplished owing to the terrific road conditions. Public magistrates acted as official timers for the event.

A large crowd saw the sturdy little Overland and the big mail train leave Johannesburg station at 8 o'clock on a Saturday evening. The car reached Durban, the end of the first lap at 1:35 o'clock on the following afternoon, three hours ahead of the train, after making stops at all points where the train was scheduled to stop to take on mail or change engines. At 5:50 on the same day, the automobile and the train left simultaneously for the return trip. The Overland reached Johannesburg at 3:30 P. M. on Monday, three hours ahead of the train, which made both trips on scheduled time.

The distance is equivalent to a trip from New York to Louisville, Ky., which would not be considered particularly noteworthy in the United States where roads, for the most part, are in excellent shape. Both those who realize the extreme conditions encountered in South Africa declare that the time recorded is remarkable. The roads are rough and sandy, in places becoming merely bush tracks. This in itself discourages long distance automobile runs. In addition, the Overland was delayed by 104 gates marking the boundaries of the large African ranches. The driver was forced to bring the car to a dead stop, dismount, drive through, then stop and close the gate before starting on his way. The only involuntary stop was caused by a puncture on famous Majuba Hill.

The run is considered a great test of skill and endurance on the part of the driver, who handled the wheel from start to finish throughout the round trip. From 4 o'clock on Saturday afternoon until 3:30 Monday afternoon he was without sleep, having only a short rest of five hours during the two days. The passenger, who accompanied him, was unable to handle a motor car.

The car used is a roadster of standard construction with mudguards, windshield, lights and full equipment throughout.

EXPERT ON TIRES GIVE SUGGESTIONS AS TO CARE

Tires When Not in Use in Winter Should Be Wrapped in Paper and Laid Flat in Cool, Dark Place.

L. Greenwald, head of the service department of the Firestone Tire and Rubber Company, suggests the following precautions to auto owners.

When you are through with your car for the season, Jack it up, remove the tires from the rims and wash them with soap and water. Be sure to remove all

traces of oil or grease. The rims, too, should be sandedpaper to remove all traces of rust accumulation, and painted with liquid graphite.

For the best protection, the tires should be wrapped in clean cloth or paper and laid flat in a cool, dark place. If possible, store tires where they will not be subjected to streams of heat and cold. A temperature of 40 to 60 degrees is most favorable for avoiding chemical action in the rubber.

All Firestone tires are incased in heavy paper at the factory, by a special wrapping machine, to protect them from the deteriorating influence of light until such time as they are ready for use.

A very effective way is to wrap them in strips of muslin or burlap, about three inches wide. Wind these strips around the tire, and have each lap over about one inch.

Inner tubes should be deflated, placed in a box or wrapped in a clean cloth or paper, and laid flat in a dark place with no weight resting on them. If they are left in the tubes, they should be partly inflated.

Never let the weight of the car rest on the tires when laying up for the winter months. Jack it up and allow the axles to rest on supports. The constant weight on one part of the tire will cause it to flatten at that point, creasing the fabric and greatly weakening it. If the tires are left on the rims, they should be thoroughly cleaned and repaired, and only enough air pressure left in the tubes to keep them well rounded. This prevents them from wrinkling or cracking.

While the car is not in use is an opportune time to have necessary repairs made on tires. It is the repair shops' slack season, and as you are in no hurry for the return of the tires, they can devote all the time necessary for your job, and do it right.

Examine tires well, and have all cuts in the tread extending through to the fabric repaired.

By following these suggestions you can add many miles to the life of your tire.

STUTZ

Geo. C. White & Son

406-408 N. Fifth. Rd. 3232.

BRISCOE \$785

Completely Equipped

with electric starter, windshield top, top boot, speedometer and electric lights—in fact, everything that you can use on a car.

A wonderful car at remarkably low price.

H. G. SMITH, Distributor,

—South Hill, Va.

Several good counties in Virginia open for dealers; also city of Richmond. Telegraph, or telephone.

SPECIAL DIVIDEND ON CHANDLER COMMON STOCK

Second Dividend Within Ninety Days. In Addition to Regular Quarterly Dividend.

CLEVELAND, O., October 3.—A special dividend of 10 per cent. on the common stock of the Chandler Motor Car Company, the second common stock dividend paid within ninety days, was declared at the meeting of directors today, in addition to the regular quarterly dividend of 1-3-4 per cent. on the preferred stock. Besides the dividends already declared the company increased its surplus out of earnings to an amount equal to its original cash capital.

Although the company has been manufacturing Chandler cars for less than two years, the report of the treasurer as of September 1 indicated a remarkably successful business.

The sales manager's report indicated a lot up in business early in August at the beginning of the foreign war, but since that time sales have shown a healthy increase, and the factory is now running on full production, with reports from all sections of prospects for a large fall business. Even the South, which thirty days ago was affected by the cotton situation, is showing increased orders, while the business from the grain producing sections and the Pacific Coast is breaking all records.

STADIUM COMPLETED.

University of Virginia Has an Auditorium That Is Really Worth Having.

The University of Virginia at University, near Charlottesville, has completed its concrete stadium. This stadium, 300 feet long, is laid out in the form of a quarter circle, with straight extensions beyond the circular portion at both ends. The amphitheatre of seats rests directly on a great hillside, which was excavated and banked to receive the structure. At the top of this amphitheatre, behind the last row of seats, is a circular colonnade terminating in end pavilions, which are closed in and are used as shelters for athletes during the rest period. The radius of

the colonnade at the rear of the stadium is about 265 feet, and the length on this axis is about 536 feet. Concrete construction resting on natural earth was followed, but heavily reinforced and tied together to avoid possible settlement. Its finished

surface is to be hammered, and will resemble the Roman travertine stone when finally completed. The colonnade has dark columns similarly treated, with frame construction above the colonnade and roof of red tile. The stadium was built by Dr. William S. Lambeth,

superintendent of grounds and buildings, who let all subcontracts, but executed the concrete work by the university force. Its cost was \$30,000, exclusive of the work on the athletic field itself, and the seating capacity is 4,800.

The real worth of the Stutz cannot be questioned. It has been proven time and again in severe tests and grueling speed contests with the world's most carefully built racing cars, as well as in the marathon of daily service by the user.

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They are proud of the powerful, quiet, beautifully made Chandler long stroke motor, with its Bosch Magneto for ignition, genuine imported Coventry silent chain instead of noisy gears for motor shafts, its self-contained oiling system, separate unit electric starting and lighting system, its cast aluminum motor base extending from frame to frame, its pearl gray baked enamel finish, and all its other features.

They are proud because this really marvelous motor is of Chandler design and Chandler make, and not a common stock motor found in various kinds and grades of cars.

They are proud of the grace of Chandler body design, and the deep lasting beauty of Chandler finish; proud of the comfortable roominess of the car and luxury of its cushions.

They congratulate themselves on selecting such a car at such a fair price.

They are proud of the *economy* of the Chandler.

Even the rich man is proud to have found out that he can get everything in power and comfort and luxury at half the price he formerly paid.

You, too, would be proud to get behind the steering wheel of a Chandler and say "It's mine!"

Genuine pride of ownership is worth a lot, but it isn't figured in on the Chandler selling price.

We have the new 1915 models now, ready for delivery. Five-passenger touring car or roadster, \$1595. A profit-sharing price made possible only by the unparalleled mechanical success of the car—the manufacturers' freedom from mechanical errors and expensive experimental work.

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